

IN THE CLAIMS

Please amend the claims as follows:

Claims 1-21 (Canceled)

Claim 22 (Currently Amended): An information providing apparatus for providing added-value information associated with content viewing selection, comprising:

a viewing log information acquiring ~~block for acquiring unit configured to acquire~~ a viewing log associated with viewing of content by a user and further configured to acquire at least one operation log of purchase executed by the user as a viewing log;

a content-associated information acquiring ~~block for acquiring unit configured to acquire~~ information associated with each piece of content included in a viewing log;

an added-value information generating ~~block for measuring unit configured to measure~~ an appearance frequency for each attribute type in content-associated information aggregated for each user to generate ~~added information~~ added-information associated with content viewing selection on the basis of a predetermined number of attribute values of attribute values ranked high in appearance frequency in each attribute type; and

a presentation-information transmitting ~~block for transmitting unit configured to transmit~~ a signal to present added-information to a user.

Claim 23 (Canceled)

Claim 24 (Currently Amended): The information providing apparatus according to claim 22, wherein

said viewing log information acquiring ~~block-acquires~~ unit is further configured to acquire, via a communication route, viewing log information acquired on a device for receiving or recording/reproducing content by the user, ~~and aggregates-aggregate~~ acquired viewing log information for each user;

said content-associated information acquiring ~~block-searches~~ unit is further configured to search a content information database storing attribute information of each piece of content to acquire content-associated information; and

said presentation-information transmitting ~~block-presents~~ unit is further configured to present added-information to the user via said communication route.

Claim 25 (Currently Amended): The information providing apparatus according to claim 22, wherein

said viewing log information acquiring ~~block-holds~~ unit is further configured to hold, in a device, viewing log information acquired on said device for receiving or recording/reproducing content by the user;

said content-associated information acquiring ~~block-acquires~~ unit is further configured to acquire content-associated information about each piece of content included in a viewing log via a predetermined communication route; and

said added-information creating ~~block-creates~~ unit is further configured to create added-information in said device.

Claim 26 (Currently Amended): The information providing apparatus according to claim 22, wherein said presentation-information transmitting ~~block-presents~~ unit is further configured to present, to the user, an added information screen that includes a list of attribute values high in appearance frequency in each attribute type.

Claim 27 (Currently Amended): The information providing apparatus according to claim 26, further comprising:

an input ~~block for accepting unit configured to accept~~ an attribute value specification or selecting operation by the user through said added-information screen; and

a detail added-value information generating ~~block for searching unit configured to search~~, in response to the specification or selection of an attribute value by the user, for a piece of content associated with the specified or selected attribute value to generate detail added-information on the basis of the obtained piece of content~~[[;]]~~ , wherein

said presentation-information transmitting ~~block presents unit is configured to present~~ said detail added-information to the user.

Claim 28 (Currently Amended): The information providing apparatus according to claim 27, wherein said detail added-information generating ~~block searches unit is configured to search~~ the viewing log information of the user for a piece of content associated with the attribute value and ~~generates-generate~~ detail added-value information configured by a list of pieces of content including the viewing log.

Claim 29 (Currently Amended): The information providing apparatus according to claim 27, wherein said detail added-value information generating ~~block searches unit is configured to search~~ schedule information describing future content broadcast or distribution schedule for a piece of content associated with the attribute value and ~~generates-generate~~ detail added-value information configured by a list of pieces of content including a broadcast or distribution schedule time.

Claim 30 (Currently Amended): The information providing apparatus according to claim 28, wherein a content operation method is presented along with the viewing log on a detail added-value information screen, and

said input ~~block-accepts-unit~~ is configured to accept the specification or selecting operation of content by the user on the detail added-value information screen to trigger a corresponding operation.

Claim 31 (Currently Amended): The information providing apparatus according to claim 29, wherein a content operation method is presented along with the viewing log on a detail added-value information screen, and

said input ~~block-accepts-unit~~ is configured to accept the specification or selecting operation of content by the user on the detail added-value information screen to trigger a corresponding operation.

Claim 32 (Currently Amended): An information providing method for providing added-value information associated with content viewing selection, comprising:

~~a viewing log information acquiring step for acquiring a viewing log associated with viewing of content by a user;~~

~~a content associated information acquiring step for acquiring information associated with each piece of content included in a viewing log,~~ including acquiring an operation log of a purchase executed by the user as a viewing log;

~~an added information generating step for measuring an appearance frequency for each attribute type in content-associated information aggregated for each user to generate and generating added information~~ added-information associated with content viewing selection

on the basis of a predetermined number of attribute values of attribute values ranked high in appearance frequency in each attribute type; and

~~a presentation information transmitting step for outputting a signal to present added-~~
information to a user using a device configured to display the content viewing selection.

Claim 33 (Canceled)

Claim 34 (Previously Presented): The information providing method according to claim 32, wherein

~~said viewing log information acquiring step acquires~~ acquiring a viewing log includes
acquiring, via a communication route, viewing log information acquired on a device ~~for~~
~~receiving or recording/reproducing configured to receive or record/reproduce~~ content by the
user, and aggregates aggregate acquired viewing log information for each user;

~~said content associated information acquiring step searches~~ acquiring information
includes searching a content information database storing attribute information of each piece
of content ~~to acquire and acquiring~~ content-associated information using the searching; and

~~said presentation information transmitting step presents~~ outputting includes outputting
added-information to the user via said communication route.

Claim 35 (Previously Presented): The information providing method according to claim 32, wherein

~~said viewing log information acquiring step holds~~ acquiring a viewing log includes
holding, in a device, viewing log information acquired on said device for receiving or
recording/reproducing content by the user;

said ~~content-associated information acquiring step acquires~~ acquiring information including acquiring content-associated information about each piece of content included in a viewing log via a predetermined communication route; and

said ~~added information creating step creates~~ measuring includes generating added-information in said device.

Claim 36 (Previously Presented): The information providing method according to claim 32, wherein said ~~presentation information transmitting step presents~~ outputting includes outputting, to the user, an added-information screen that includes a list of attribute values high in appearance frequency in each attribute type.

Claim 37 (Currently Amended): The information providing method according to claim 36, further comprising:

~~an input step for~~ accepting an attribute value specification or selecting operation by the user through said added-information screen; and

~~a detail added information generating step for~~ searching, in response to the specification or selection of an attribute value by the user, for a piece of content associated with the specified or selected attribute value ~~to generate and~~ generating detail added-information on the basis of the obtained piece of content[[]] ,

wherein said ~~presentation information transmitting step presents~~ outputting includes outputting said detail added-information to the user.

Claim 38 (Previously Presented): The information providing method according to claim 37, wherein said ~~detail added information generating step searches~~ searching includes searching the viewing log information of the user for a piece of content associated with the

attribute value and ~~generates~~ generating detail added-value information configured by a list of pieces of content including the viewing log.

Claim 39 (Previously Presented): The information providing method according to claim 37, wherein said ~~detail added information generating step searches~~ searching includes searching schedule information describing future content broadcast or distribution schedule for a piece of content associated with the attribute value and ~~generates~~ generating detail added-value information configured by a list of pieces of content including a broadcast or distribution schedule time.

Claim 40 (Currently Amended): The information providing ~~apparatus~~ method according to claim 38, wherein
a content operation method is presented along with the viewing log on a detail added-value information screen, and
said ~~input step accepts~~ accepting includes accepting the specification of operation method or selecting operation of content by the user on the detail added-value information screen ~~to trigger and triggering~~ a corresponding operation.

Claim 41 (Currently Amended): The information providing ~~apparatus~~ method according to claim 39, wherein
a content operation method is presented along with the viewing log on a detail added-value information screen, and
said ~~input step accepts~~ accepting includes accepting the specification of operation method or selecting operation of content by the user on the detail added-value information screen ~~to trigger and triggering~~ a corresponding operation.

Claim 42 (Canceled)

Claim 43 (New): A computer configured to perform the method according to claim 32, wherein the device is a receiver configured to communicate with the computer using a network.